CLAIMS

What is claimed is:

1   1.   A method for rewarding user behavior, the method comprising:

2   enrolling a user into a reward program, the reward program encouraging user

3   behavior beneficial to health;

4   collecting data associated with the user behavior beneficial to health; and

5   evaluating the collected data to determine whether the collected data satisfies

6   a performance target defined by the reward program.

1   2.   The method of claim 1 further comprising dispensing an award to the user if

2   the collected data satisfies the performance target.

1   3.   The method of claim 1 wherein collecting data further comprises receiving

2   data downloaded from a personal data capture device.

1   4.   The method of claim 1 wherein the user behavior beneficial to health pertains

2   to any one of a fitness activity, a medical treatment, and dietary habits.

1   5.   The method of claim 1 wherein the reward program defines a start date and

2   an end date for the user behavior beneficial to health.

1   6.   The method of claim 5 wherein the performance target identifies the amount

2   of points that the user must accumulate by engaging in the behavior beneficial to

3   health between the start date and the end date.

1   7.   The method of claim 5 further comprising providing constant feedback of

2   behavior information to the user.

1   8.   The method of claim 1 wherein an initiator of the reward program is a third

2   party benefiting from the user behavior beneficial to health.

1   9.   The method of claim 1 further comprising:

2   displaying a plurality of reward programs, each of the plurality of reward

3   programs rewarding user engagement in a particular health-related activity;

4   receiving an indication of a user selection of one of the plurality of reward

5   programs; and

6   displaying a list of awards available for the selected reward program.

1   10.   The method of claim 1 wherein a group of users is enrolled in the reward

2   program and wherein the method of claim 1 further comprises utilizing the reward

3   program to control health-related activities of the group of users.

1 11.   The method of claim 1 further comprising determining a list of awards that

2 may be of interest to potential participants of the reward program based on

3 demographic reports.

1 12.   A system for rewarding user behavior, the system comprising:

2   a registration module to enroll a user into a reward program, the reward

3 program encouraging user behavior beneficial to health; and

4   a point counter to collect data associated with the user behavior beneficial to

5 health and to evaluate the collected data to determine whether the collected data

6 satisfies a performance target defined by the reward program.

1 13.   The system of claim 12 further comprising a redeem process to dispense an

2 award to the user if the collected data satisfies the performance target.

1 14.   The system of claim 12 wherein the point counter is to extract a data portion

2 associated with the user behavior beneficial to health from data captured by a

3 personal data capture device.

1 15.   The system of claim 12 wherein the user behavior beneficial to health pertains

2 to any one of a fitness activity, a medical treatment, and dietary habits.

1   16.   The system of claim 12 wherein the reward program defines a start date and

2   an end date for the user behavior beneficial to health.

1   17.   The system of claim 16 wherein the performance target identifies the amount

2   of points that the user must accumulate by engaging in the behavior beneficial to

3   health between the start date and the end date.

1   18.   The system of claim 16 further comprising a user interface to provide constant

2   feedback of behavior information to the user.

1   19.   The system of claim 12 wherein an initiator of the reward program is a third

2   party benefiting from the user behavior beneficial to health.

1   20.   The system of claim 12 further comprising:

2   a user interface to display a plurality of reward programs and a list of awards

3   available for each of the plurality of reward programs, each of the plurality of reward

4   programs rewarding user engagement in a particular health-related activity.

1   21.   The system of claim 12 wherein a group of users is enrolled in the reward

2   program and the reward program is use to control health-related activities of the

3   group of users.

1   22.   The system of claim 12 further comprising an analyzer to determine a list of

2   awards that may be of interest to potential participants of the reward program based

3   on demographic reports.

1   23.   A computer readable medium that provides instructions, which when

2   executed on a processor, cause said processor to perform operations comprising:

3   enrolling a user into a reward program, the reward program encouraging user

4   behavior beneficial to health;

5   collecting data associated with the user behavior beneficial to health; and

6   evaluating the collected data to determine whether the collected data satisfies

7   a performance target defined by the reward program.